



*The Shopping District*

## Marketing & Advertising Committee Meeting

September 19, 2019

**Members:** Pohlod (Chair), Benkert, Champagne, Eid, Kay, Knight and Lundberg

**Staff:** Tighe, Gamboa

### 1. Welcome and Introductions

PRESENT: Kay, Knight, Pohlod

ABSENT: Benkert, Champagne, Eid, Lundberg

ADMINISTRATION: Gamboa, Tighe

VISITOR: Gill, Amy

### 2. Maple Road Reconstruction

The committee discussed the 2020 Maple Road Reconstruction project. BSD staff members are looking at different companies for administering the Birmingham Bonus Bucks Program. Special events and valet parking will also be offered during construction.

### 3. Holiday Advertising

The committee reviewed proposed holiday budget allocation for print, digital, signage and broadcast placements. The committee would like more funds allocated toward digital placements and less toward broadcast (TV commercials). Again this year the BSD will sponsor Local 4's Live in the D 12 Days of Christmas promotion. Seven businesses will donate prizes worth \$257 and enjoy exposure throughout the promotion.

### 4. Birmingham Magazine

The committee reviewed photos from the Birmingham Magazine photoshoot and selected images for the cover spread. BSD staff and committee members are very pleased with the photos. Renaissance Media is continuing to secure advertising placements. Draft pages of the magazine will be ready by September 26, revisions will be submitted by October 3 and updated pages will be provided to the BSD by October 9.

### 5. Renaissance Media Video

Renaissance Media representative Amy Gill joined the committee to discuss a promotional video that is included in the Birmingham Magazine contract. The video will be 60-90 seconds and provide an overview of the City. It will be used via social media and also sent to potential new businesses. The committee would like the video to: attract new businesses, attract people to the downtown area, and focus on lifestyle (how to spend your whole day in Birmingham).

**NEXT MEETING: Thursday, October 10, 2019 at 8:30 a.m.**

**Marketing 2019-20 Budget: \$150,000**

**Remaining balance after October vouchers: \$107,841**

**Construction 2019-20 Budget: \$100,000**

**Remaining balance after October vouchers: \$100,000**

**Magazine 2019-20 Budget: \$60,000**

**Remaining balance after October vouchers: \$15,054**